

Security - financial data is the company's most valuable information and must be prevented from falling into the wrong hands or getting lost by mistake. Accounting and finance systems prevent accounting from being jeopardized, and keep an extra copy in case you need to retrieve them [1].

References

1. Finances online. Reviews for business: website. URL: [https:// financesonline. com/ accounting-software-analysis-features-types-benefits-pricing/#features](https://financesonline.com/accounting-software-analysis-features-types-benefits-pricing/#features) (Last accessed: 04.10.2019).
2. Odnovolyk V.I. Programne zabezpechennja dlja obliku ta zvitnosti: analiz rynku ta funkcionalu. *Buhgalters'kyj oblik, analiz ta audyt: problemy teorii', metodologii', organizacii'*. Vol. 2, pp. 128–135.

Language adviser: Zhukova T.V., Senior Teacher of the Department of Foreign Languages

SIX WAYS TO REDUCE SMALL BUSINESS COSTS

**Scherbakov K.S., frenkilampard87@gmail.com
Dmytro Motorny Tavria State Agrotechnological University**

Reducing costs in your small business and creating processes that will cost you less money over time doesn't have to take a lot of time or even a lot of effort. In many cases, it's about making smarter choices when deciding where to put your small business funds.

From using technology to going paperless, there are ways to cut your overhead without feeling the pinch.

Use technology. Technology allows us to save money and advance our businesses in ways that weren't possible even five years ago. From teleconference services and online payment services to open-source software and remote desktop applications, there are many ways you can reduce business costs with technology.

Go paperless. The cost of paper, ink, mailing supplies, and postage may seem minimal at times, but it can add up to a large business expense. Going paperless by not printing unless necessary, transitioning to a digital invoice and bill payment system, and filing all important paperwork on your computer instead of a file cabinet can help you reduce some of the most common recurring business costs [2].

Start marketing your business online. If you have yet to jump on the internet marketing bandwagon, you are missing the potential of fast-paced, high-result, low-cost marketing. You can start with a business blog, social media marketing, or other online advertising and have the potential to see a relatively quick response with very minimal business costs.

Reduce credit card debt. You may be able to reduce your immediate business costs by charging business expenses to your business credit card, but with interest rates and possible fees, this is not an effective way to reduce your business costs long term. Reducing your credit card debt is not a quick and easy way to reduce your business costs, but it's a smart way to make your business more financially healthy over the long term.

Create and stick to a business budget. Budgeting goes hand-in-hand with reduced business costs because it's impossible to make smart financial decisions without a clear idea of the money you have coming in and going out of your business every month. A business budget that you use daily can become a powerful tool for reducing your business costs effectively.

Look into bartering. Bartering is an exchange of your goods and services for goods and services you need without any cash changing hands. When a successful bartering arrangement is reached, you can reduce your business costs by avoiding the initial outlay of funds to fill an immediate need [1].

Each of these ways to reduce business costs focuses on making an alternate decision that can save you money. If you can adopt a “business cost-friendly” mindset, helping you reduce your business costs every day. Many of these smart decisions will become second nature and eventually work their way into all of your business decisions.

References

1. 10 Simple Ways to Cut Business Costs: website. URL: <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/10-simple-ways-to-cut-business-costs/> (Last accessed: 06.10.2019)

2. 10 Ways to Reduce Small Business Costs: website. URL: <https://www.thebalancesmb.com/reduce-small-business-costs-2951415> (Last accessed: 02.10.2019)

Language adviser: Zhukova T.V., Senior Teacher of the Department of Foreign Languages

REGULATION OF INTERNATIONAL TRADE AND SERVICES

Sheremet Y. D., *sheremet.yulya001@gmail.com*

Dmytro Motorny Tavria State Agrotechnological University

The global services market represents the exchange of services between countries. Along with world commodity markets, it is an integral part of international economic relations as services are being exchanged in this very market. These are the result of functioning the most important spheres of human activity such as science, technology, production and management. A service is the performance, according to the contract, of one party (contractor) at the task of the other party (customer) of certain actions or the implementation of certain activities consumed in the course of their realization [1, p. 254].

International trade in services is governed by the General Agreement on Trade in Services (GATS). It seeks to promote the economic growth of all trading partners and the development of developing countries through the expansion of trade in services, and aims to achieve it by means of applying the GATT.GATS rules to international trade in services, with the exception of services provided by public authorities, and many airline services. GATS is, firstly, a comprehensive agreement as it contains the main rules for all types of services; annexes for specific services and sectors; a scheme of specific obligations for each member, and, second, a framework agreement, that provides the start-up conditions and rules, being further clarified and adjusted by the parties at their will [1, p. 267].

The GATS structure has 6 parts: Scope and Definition, General Obligations and Discipline, Specific Obligations, Further Liberalization, Institutional Provisions and Final Provisions. The most important common obligations include: 1) providing the most favored-nation regime;

2) transparency of the rules on trade in services. This obligation involves the creation of information and contact points;

3) mutual recognition of the qualifications required for the provision of services;

4) rules on monopolies, exclusive service providers and other business practices that restrict competition;

5) measures to liberalize trade, in particular to ensure greater participation by developing countries [1].

Specific commitments are commitments made by individual countries for particular service sectors. In each of the selected service sectors, the country is obliged to commit to market access, national treatment and other commitments.

Conclusions. The international market for services is mainly governed by non-tariff measures, since the immense nature and existence of specific modes of provision make it impossible to protect the market for services through tariffs. Liberalization of international trade in services and goods in